



# The **World** of **Health IT**

## Conference & Exhibition

Connecting Leaders in Technology and Healthcare

'06

10–13 October 2006

GENEVA PALEXPO  
Geneva, Switzerland

**Join**  
leaders, experts and peers to  
advance health IT across Europe,  
the Middle East & Africa

CONFERENCE, EXHIBITION &  
NETWORKING PROGRAMME



European Commission  
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World Health  
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# Uniting the World of Health IT

For the first time in Europe, management, administrators, clinicians, technology providers and users, buyers and vendors, health authorities and policy makers will gather under one roof to learn from each other and find solutions together.

## Fact

Numerous parties are involved in establishing efficient citizen-centred healthcare systems both within national boundaries and across borders.

## The Challenge

Each of the key players depends on others to find solutions, improve systems, manage change, ensure funding and guarantee a return on investment.

## The Solution

The key players must come together. The World of Health IT Conference & Exhibition provides the platform.

- **The World of Health IT Conference & Exhibition** – designed *for* and *by* the health IT community in Europe, the Middle East and Africa – provides:
  - A forum for debate and dialogue.
  - A common ground to unite the key players and find solutions together.
  - A platform for exchanging experiences, data and benchmarks.
  - A meeting point to demonstrate the latest technologies, systems and products.

Keynote Speakers and Thought Leaders from the public and private sectors set the scene and present insight into emerging trends.

Managers, practitioners and technicians provide case studies, tips and practical solutions.

Vendors and providers reveal new tools and technology to guide users through products and solutions.

## The World of Health IT Conference & Exhibition Concerns You

Whatever your role in the delivery of healthcare, the planning of systems and infrastructure or the provision of technical solutions, The World of Health IT Conference & Exhibition provides essential answers and information for you.

Some 2.000 professionals from across Europe, the Middle East and Africa gather in Geneva for 4 days of interactive exchange. Participants include:

- Physicians, nurses and other health professionals
- Health information technology users and buyers
- Directors, managers and administrators
- IT professionals
- Health authorities and policy makers on regional and national levels
- Standardisation organisations and competent authorities on international and national levels
- Vendors, software and hardware development companies and providers of professional services

Be part of this interactive meeting – register before 17 July to benefit from discounted registration fees (see page 19 or visit: [www.worldofhealthit.org](http://www.worldofhealthit.org)).

# A Platform for Exchange and Learning – the Pro

Addressing the perspectives of clinicians, directors and other healthcare professionals, the 4-day interactive programme of The World of Health IT Conference & Exhibition offers:

- 4 targeted satellite symposia addressing Physicians, Executives, Nurses and UN Agencies (additional fees may apply).
- Perspectives from world leaders in 5 Keynote Addresses.
- Provocative points of view from Thought Leaders from across Europe, the Middle East & Africa.
- More than 40 parallel educational sessions.
- Topics presented in multiple formats including case studies and panel discussions.
- Informal learning and exchange during coffee breaks and official networking activities.
- e-Sessions offering flexible and individual learning.
- An informative, interactive and state-of-the-art vendor exhibition and presentations.

## The Conference

The World of Health IT Conference bridges the gap between public policy and the realities of day-to-day implementation. Prominent representatives from major world organisations highlight current and future challenges. Managers, practitioners and technicians provide case studies, tips and practical solutions.

## The Exhibition

The World of Health IT Exhibition presents the practicalities of today's state-of-the-art solutions and previews future innovations. Exhibitors from around the region demonstrate existing products and reveal new tools and technology designed to enhance the day-to-day quality of healthcare delivery through ICT.

## Programme-at-a-Glance

Tuesday, 10 October					
Registration Open					
11:00 – 19:00					
12:00 – 17:30	Leadership Symposium: Towards a Citizen-Centred Delivery World	Physicians Symposium: IT Driving Innovation	Nursing Informatics Symposium	United Nations Symposium: Delivering on the Promise of eHealth in Countries	Organising Committee Members' Meetings
12:00 – 13:00	Lunch with Welcome	Lunch with Welcome: Patient Safety and Quality of Care	TBA	13:00 – 17:30	<p>The following organisations, each part of the Organising Committee, will be holding meetings for their members on Tuesday, 10 October.</p> <p>Please refer to their respective websites for additional information:</p> <p><b>COCIR</b> www.cocir.org</p> <p><b>EUROREC</b> www.eurorec.org</p> <p><b>HINE</b> www.hineurope.com</p> <p><b>EHTEL</b> www.ehtel.org</p>
13:00 – 14:00	Integrating ITLeadership into the Healthcare Delivery Setting	IT as Driver of Innovation		<p>This Symposium will highlight the vital contribution made by the health, education and information and communication technology sectors in achieving the ambitious goals of the World Summit on the Information Society.</p> <p>Starting with an overview of the strategies of the United Nations agencies (WHO, UNESCO and ITU), this Symposium will focus on opportunities for boosting eHealth through international cooperation among a range of stakeholders, including the private sector.</p>	
14:00 – 15:00	Organisational Readiness and Change: Achieving Adoption	Clinical Data: Improving Care Delivery			
15:00 – 15:15	Coffee Break	Coffee Break			
15:15 – 16:30	Towards a Citizen-Centred Delivery World	Value and Use of Clinical Data in the Physician's Practice			
16:30 – 16:45	Coffee Break	Security Issues: Protecting Privacy			
16:45 – 17:30	Case Study/Interactive Discussion	The Physician as Leader in IT Implementation			
17:30 – 19:30	Crowne Plaza - Opening Reception				

Modifications may be made to the programme. For the most up-to-date information, please visit:

[www.worldofhealthit.org](http://www.worldofhealthit.org)



# programme-at-a-Glance

Wednesday, 11 October							
07:30 – 17:30	Registration Open						
08:30 – 09:30	KS 1 Opening Keynote Address: Viviane Reding, European Commission (TBC) 🎧						
09:30 – 10:00	Coffee Break						
10:00 – 11:00	TL 2	ES 3	ES 4	ES 5	ES 6	ES 7	ES 8
11:00 – 11:15	Glenn Kenneth Bruun - A Clinical Portal is Born 🎧	Linking IT System Design and Development to Service Improvement - Firth	Securing Care Processes Using Complete Traceability in the Supply Chain - Lovis 🇫🇷	Knowledge-Intensive Service Activities by the RHIO UUMA - Harno	Update on ePrescribing in Europe: Moving from Models and Architectures to New Services for Patients - Schug, Suselj	Implementation of EMR: Seven New Hospitals in Madrid - Morell, Bezares, Garcia-Meras 🇪🇸	European Union Action Plan on eHealth - Comyn
	Coffee Break						
	11:15 – 12:15	TL 9	ES 10	ES 11	ES 12	ES 13	ES 14
12:00 – 18:00	Thought Leader (TBA) 🎧	Case Study - Successful Wide-Scale Cross Enterprise Integration of Medical Information - Offer	Shared EHR in Ardeche, France: From Physicians Needs to Implementation - Moreau and Prax 🇫🇷	eHealth IMPACT: Measuring the Economic Value of ICT in Healthcare - Jones, Dobrev	Experience of Nationwide ePrescribing - Trends & Directions - Astrand & Petersson	The Role of Speech Recognition in the EPR - Cervera 🇪🇸	Semantic Interoperability - Dogac, Zanstra
	Exhibition and Food Outlets Open						
	15:00 – 16:15	TL 16	TL 17	ES 18	ES 19	ES 20	ES 21
	Prof. Dr. Björn Bergh - IT in German University Hospitals - Status and Perspectives 🎧	Ilias Iakovidis Esko Aho (TBC) - Towards Innovation-Friendly eHealth Market - Linking R & D Activities	EHR: The European Future - Freriks, Kalra, Beale	Are Europe's Hospitals Ready? Findings from 1.300 Interviews with CIOs - Lessens, Peers, Lilischkis	Project Description and Experience: St. Olavs Hospital - Solumsmo	Smart Procurement: New Ways for Accelerating ICT Deployment in Healthcare - Bywater, Moldenaers	Plans of UN Agencies for Boosting Implementation of eHealth Solutions - Healy
Thursday, 12 October							
08:00 – 17:30	Registration Open						
08:30 – 09:30	KS 23 Keynote Address: Rose-Marie Van Lerberghe, AP-HP 🎧						
09:30 – 10:00	Coffee Break						
10:00 – 11:00	TL 24	TL 25	ES 26	ES 27	ES 28	ES 29	ES 30
11:00 – 11:15	Claudio Beretta Maria Jesús Montero - eHealth Implementation in Lombardy, Italy and Andalusia, Spain 🎧	Dr. Markku Äärimaa - Practical Aspects of the Use of IT in Healthcare	Interoperability of Identification Management in eHealth - Lessons Learned - Tavakolian	The Kaiser HealthConnect EMR Model - Turkstra	The Changing Landscape of European Healthcare IT Management & Governance Maurincomme, Garets Detemmerman	From the Digital Hospital to the Regional EHR - Alegre, Cabrer	Certification of Electronic Health Record Systems in Europe
	Coffee Break						
	11:15 – 12:15	TL 31	ES 32	ES 33	ES 34	ES 35	ES 36
11:00 – 16:00	Dr. Arnaud Hanssle - Connected Hospitals The Arras Hospital Project 🎧	Transferring Local PACS Initiatives to the National Agenda in Ireland - The Opportunities and the Challenges - Lyons	Askleios Hospital: Leading Change in Germany in Healthcare IT - Focke 🇩🇪	Moving Health Services to Patients: Involvement, Empowerment and Choice - Frithiof	Cross-border Telemedicine - Providing Access to Healthcare in Rural Areas - Voss, Ross, Nohr	Integrating the Healthcare Enterprise (IHE): Practical Solutions for Interoperability - Wein, Cordonnier, Dogac, Laleci	Clinical Terminologies for Recording and Communicating Consistent Information - Zanstra, Kverneland
	Exhibition and Food Outlets Open						
	15:00 – 16:15	TL 38	ES 39	ES 40	ES 41	ES 42	ES 43
16:15 – 16:45	Henrik Bjerregard Jensen - MedCom: Large-Scale National Interoperability 🎧	Legal & Regulatory Challenges of Implementing Connected Health in Europe - Wilson, Silber	A Vision from the European Healthcare IT Industry - Smedema, Cordonnier, Horowitz, Maurincomme, Jurgen-Schmitt	Improving Patient Safety: Which IT Contribution? - Thierry, Stroetmann	Mobile Health Monitoring: From Ideas to Product - Konstantas, Herzog, Quartero	Privacy Protection through De-identification in Healthcare - De Meyer	Project My-Heart - Habetha, Paradiso, Arrendondo
	Coffee Break						
	16:45 – 17:45	KS 45 Keynote Address: (TBA) 🎧					
19:00 – 21:00	Special Networking Reception - MS Lausanne						
Friday, 13 October							
08:00 – 14:30	Registration Open						
08:30 – 09:30	KS 46 Keynote Address: HE Professor Eytayo Lambo, Minister of Health, Nigeria 🎧						
09:30 – 09:45	Coffee Break						
09:45 – 11:00	TL 47	ES 48	ES 49	ES 50	ES 51	ES 52	ES 53
10:00 – 13:00	Tomas Mora Morrison - Delivering the Support that Healthcare Providers Require 🎧	From Paper to Electronic Patient Records: Progress Report - Lessens, Lejeune	An Interactive, Comprehensive e-Education Engine for Diabetes and Long-term Conditions - Thomson, Iqbal, Theron	A Patient Summary Survey in European Countries - Mori, Hämläinen	Five Years of Experience with Mobile Devices on the Ward - Luiten	Service Delivery Models for Healthcare Informatics: Financially Sound? - Pohjonen, Bakker, Wilke, Davidson	HYGEIAnet: Paving the Way from Pilots to Operational Systems - Katehakis, Kouroubali, Esterle
	Exhibition and Food Outlets Open						
	13:00 – 14:30	KS 54 Closing Keynote Address: Prof. Dr. R.S. von Bardeleben, Johannes Gutenberg Universität Department of Cardiology 🎧					

Thought Leaders (TL)
 Educational Sessions (ES)
 Keynote Speakers (KS)



Session presented in French



Session presented in German



Session presented in Spanish



Session presented with simultaneous interpretation to French, German and Spanish

## Connecting with Leaders - The Keynote Speakers

Connecting leaders in technology and healthcare with hospital administrators and managers, physicians and nurses, technology users, providers and vendors is a key objective of The World of Health IT Conference & Exhibition. Top-level representatives from world organisations set the scene and provide insight into emerging trends through daily Keynote Addresses.

### WEDNESDAY, 11 OCTOBER

#### Opening Keynote Address

08:30–09:30

#### Viviane Reding (TBC)

European Commissioner  
DG Information Society and Media



Viviane Reding has been the European Commissioner for Information Society and Media since November 2004. A doctor of human sciences at the Sorbonne, she has been a journalist and parliamentarian since the late 1970s. She entered the European Parliament in 1989 and became European Commissioner for Education and Culture in 1999. In November 2004, she became Commissioner for Information Society and Media. Her responsibilities include research development and demonstration of eHealth systems and services in EU and follow up of the eHealth Action Plan.

### THURSDAY, 12 OCTOBER

#### Keynote Address

08:30–09:30

#### Rose-Marie Van Lerberghe

General Director, AP-HP Hospital  
France

Rose-Marie Van Lerberghe is the General Director of the Publicly-Assisted Hospitals of Paris. Prior to this she was the delegate-general for employment and vocational training at the French Ministry of Labour and Social Affairs from 1996 to 1999. Her career spans positions both in industry and government including managing director for human resources at Danone, general manager of the Verreries de Masnières company and of l'Alsacienne and director for labour

defence and promotion at the employment delegation of the Ministry of Labour.

#### Keynote Address (TBA)

16:45–17:45

### FRIDAY, 13 OCTOBER

#### Keynote Address

08:30–09:30

#### HE Professor Eytayo Lambo

Minister of Health, Nigeria



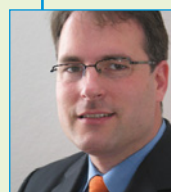
Professor Lambo attended the universities of Ibadan, Rochester (USA) and Lancaster (UK) and holds several degrees in Economics. He was consultant lecturer to the Administrative Staff College of Nigeria (ASCON), Nigeria Industrial Development Bank and African Development Bank and also served as an external examiner to several universities. Between 1990 and 1999 he was Health Economist and later Regional Advisor for the WHO (Regional Office for Africa). Professor Lambo is also the author of several papers, articles and books.

#### Closing Keynote Address

13:00–14:30

#### Prof. Dr. R.S. von Bardeleben

Johannes Gutenberg Universität  
Department of Cardiology  
Mainz, Germany



## Expanding the Bound The Thought Leaders

Representing the disparate professions that Thought Leaders from across Europe, the perspectives, inspire, provoke and stimulate

### WEDNESDAY, 11 OCTOBER

#### Thought Leader Session 2

10:00–11:00

#### Glenn Kenneth Bruun

Director of Information Technology  
Oslo Rikshospitalet, Norway



Glenn Kenneth Bruun has been IT Director at the Rikshospitalet since 2001, where he formerly worked as IT Operations Manager. In 2005 his duties expanded to include the Radiumhospitalet, the Norwegian Radium Hospital, when the two hospitals merged and became Rikshospitalet-Radiumhospitalet HF (RRHF). His subsequent lead of IT efforts has resulted in many new IT concepts and services being commercialised.

#### Thought Leader Session 9 (TBA)

11:15–12:15

#### Thought Leader Session 16

15:00–16:15

#### Prof. Dr. Björn Bergh

Director of Information Technology  
and Biomedical Engineering  
Professor for Medical Information  
Systems  
Medical Faculty, University Hospital  
Heidelberg, Germany



Prof. Björn Bergh has been Director of Information Technology (CIO) of the University Hospital and Medical Faculty Heidelberg since 2003 and also responsible for the Biomedical Engineering department since 2004. His distinguished career has included work as a physician in both neurology and neurosurgery and as a professor of diagnostic radiology with special focus on neuro-

make up the world of healthcare IT, Middle East and Africa share their debate.

radiology and digital imaging. Over the years, Prof. Bergh was involved as a major participant in nine R&D projects funded by the European Commission and two "G7/8 - Global Healthcare Applications Projects".

#### Thought Leader Session 17 (TBA)

15:00–16:15

### THURSDAY, 12 OCTOBER

#### Thought Leader Session 24

10:00–11:00

#### Claudio Beretta

General Directorate of Health  
Lombardy Region, Italy



ICT and eHealth expert Claudio Beretta works in the Lombardy Ministry of Healthcare and is responsible for coordinating and promoting the regional eHealth research activities. He serves as regional representative in various national eHealth working groups and in some interregional coordination groups. From 1999 to 2004 he was also in charge of the regional management of the test phase of the Health and Social Information System (SISS) in Lecco County.

#### María Jesús Montero

Ministry of Health, Andalusia Region, Spain



María Jesús Montero studied Medicine at Seville University and later specialised in Hospital and Healthcare Management. From 1995 to 2002 she held a number of positions within the management teams of the Valme and Rocio University Hospitals in Seville. She was Deputy Regional Minister of Health from September 2002 until she was appointed Regional Minister in 2004. María Jesús Montero also served as President and Secretary General of the Inequalities Commission of the Andalusian Youth Council.

#### Thought Leader Session 25

10:00–11:00

#### Markku Äärimala, MD

Former President of the Standing Committee of European Doctors (CPME) and Former Secretary General of the Finnish Medical Association  
Current member of Information Society Project of the Finnish Government



Dr. Markku Äärimala practised as a family doctor in Lapland from 1968 to 1970 and thereafter as a surgeon and teacher of surgery until 1982 when he assumed his responsibilities for the Finnish Medical Association, from which he recently retired. Throughout his career, Dr. Äärimala has actively participated in international work. Ethics and technology are amongst his areas of interest. He is currently a member of the Social and Health Affairs Committee, which is part of the Information Society Project of the Finnish government.

#### Thought Leader Session 31

11:15–12:15

#### Arnaud Hansske, MD

CIO and Manager of the Medical Information Department  
Arras Hospital, France



Dr. Arnaud Hansske joined the Arras Hospital in 2001. Since then, he has installed a full centred medical information system and created an integrated platform for the "connected" medical community that now links Arras Hospital, more than 100 general practitioners in its region and the ambulance service. By December 2006, Arras Hospital will be a fully operational digital hospital campus. Dr. Hansske holds an MD and a degree in public health, epidemiology, biostatistics and medical informatics as well as an MSc in ICT.

#### Thought Leader Session 38

15:00–16:15

#### Henrik Bjerregaard Jensen

CEO, MedCom  
Head of the Danish Centre of Health Telematics, Denmark



Henrik Bjerregaard Jensen has been the CEO of MedCom and Head of the Danish Centre of Health Telematics since it was founded in 1994. MedCom, the National Danish healthcare data network, implements the Danish government's strategy for building regional healthcare data networks. It is financed by The Ministry of Health, The Association of Danish Regions and the Association of Danish Local Authorities.

Henrik Bjerregaard Jensen has also been involved in multiple European research and IT development projects since the early 90s.

### FRIDAY, 13 OCTOBER

#### Thought Leader Session 47

09:45–11:00

#### Tomas Mora Morrison

CEO  
Cambio+ Healthcare Systems  
Sweden



Tomas Mora Morrison is CEO and one of the founders of Cambio Healthcare Systems. He holds a Master of Science degree from the University of Linköping Institute of Technology. Since 1993, Cambio Healthcare Systems has focused on delivering the perfect form of pan-European IT support for healthcare providers, with functionality, flexibility, integration and development potential as key elements. Today, it is one of the largest companies in Scandinavia in the field of healthcare administration systems.

The Keynote Addresses and selected Thought Leader sessions are presented with simultaneous interpretation in French, German and Spanish.

Please refer to the Programme-at-a-Glance (page 5) for an overview. Session titles and descriptions may be found on pages 9–14.

For updated information please visit: [www.worldofhealthit.org](http://www.worldofhealthit.org)

# Targeting Specific Audiences - The Satellite Symposia

TUESDAY, 10 OCTOBER

Four highly targeted satellite symposia are planned on the day prior to the opening of The World of Health IT Conference & Exhibition. Designed to meet the specific needs of niche audiences in the healthcare community, three of the symposia address critical issues and challenges currently facing Physicians, Directors, Senior Managers and other Leaders and Nurses. The fourth symposium "Delivering on the Promise of eHealth in Countries" is sponsored by the United Nations and involves WHO, UNESCO and ITU.

## ■ Physicians' Symposium: IT Driving Innovation

Additional fee of CHF 353.- (€225.-) applies

12:00–17:30

The Physicians' IT Symposium addresses IT as a stimulus for innovation and will delve into IT integration in the context of patient safety and quality of care. Discussions will focus on how clinical data and systems can be used to ensure improved decision making, care processes and workflow. Through interactive dialogue, physicians will have the opportunity to influence the value chain in the hospital and in their private practices. Topics include:

- Patient Safety and Quality of Care
- IT as the Driver of Innovation
- Clinical Data: Improving Care Delivery
- Value and Use of Clinical Data in the Physician's Practice
- Security and Privacy Issues
- The Physician as Leader in IT Implementation

## ■ Leadership Symposium: Towards a Citizen-Centred Delivery World

Additional fee of CHF 353.- (€225.-) applies

12:00–17:30

The Leadership Symposium focuses on organisational readiness and change, adoption and integration issues with case studies to highlight eHealth in Europe. Guest speakers provide valuable benchmarking insight and address the many factors that influence successful rollout of an information system. Case studies provide practical understanding of the approaches to IT

decision-making and deployment within the context of local, regional and broader geographic issues. Topics include:

- Integrating IT Leadership into the Healthcare Delivery Setting
- Organisational Readiness and Change: Achieving Adoption
- Towards a Citizen-Centred Delivery World
- Case Studies/Interactive Discussion

## ■ A United Nations-sponsored Symposium: Delivering on the Promise of eHealth in Countries

Complimentary to attendees

13:00–17:30

This Symposium highlights the vital contribution made by the health, education and information and communication technology sectors in achieving the ambitious goals of the World Summit on the Information Society. Topics include:

- An overview of the strategies of the United Nations agencies (WHO, UNESCO and ITU) for eHealth.
- Opportunities for boosting eHealth through international cooperation among a range of stakeholders, including the private sector.

## ■ Nursing Informatics Symposium

Additional fee of CHF 353.- (€225.-) applies

12:00–17:30

A Nursing Informatics Symposium is currently being planned. Please refer to the conference website for updated information: [www.worldofhealthit.org](http://www.worldofhealthit.org)

Participation in the symposia on Tuesday, 10 October may be considered as an optional add-on to the main conference programme or as a stand-alone event. Register by completing the Registration Form (on page 19) or online at: [www.worldofhealthit.org](http://www.worldofhealthit.org)

"Today, eHealth is being deployed widely across Europe. Healthcare professionals and patients are seeing the benefits through better patient care, shorter waiting times, improved referral times and other benefits of health information networks. The key factors behind this success are the long-term commitment and investment of National and Regional Authorities and the European Commission, the investment of industry and the adoption by users. eHealth is creating a fast growing innovative industry where European firms and entrepreneurs are at the frontier."

**Viviane Reding**

European Commissioner  
DG Information Society and Media



Keep abreast of the issues being discussed during the conference, by signing up for The World of Health IT monthly eNewsletter. Subscribe at:  
**[www.worldofhealthit.org](http://www.worldofhealthit.org)**



# From Inspiration to Implementation – The Conference Educational Sessions

WEDNESDAY, 11 OCTOBER

IT professionals, developers, vendors, managers, administrators, users, physicians and regulatory bodies from institutions across the healthcare spectrum come together to deliver interactive and informative sessions. Speakers from across the EMEA region - from as far as Estonia, Nigeria and Israel - share best practices, practical tips, solutions and in-depth case studies.

## 08:30–09:30

### KS1 Opening Keynote Address

**Viviane Reding** (TBC)  
European Commissioner  
DG Information Society and Media

## 10:00–11:00

### TL 2 Thought Leader Session

#### A Clinical Portal is Born: Oslo's New Home-grown System is in Demand Around the Globe

In early 2006, 70% of the paperwork at Oslo Rikshospitalet went electronic. Upon completion of the changeover, up to \$66 million a year will be saved. After seven years of planning, thousands of programming man-hours and tens of millions of dollars spent on new computers and networks, learn about the many challenges, successes and future goals of this ambitious project.

**Glenn Kenneth Bruun**  
Director of IT  
Oslo Rikshospitalet  
Norway

### ES 3 Impact of eHealth CASE STUDY

#### Linking IT System Design and Development to Service Improvement

End user involvement in the design and implementation of an integrated user-friendly IT system played a key role in the improvement of patient care, service delivery and the successful relocation to a new department.

**Philip Firth, BSc (Hons)**  
IM&T Strategy Implementation Manager  
Wrightington, Wigan & Leigh NHS Trust  
United Kingdom

### ES 4 IT Governance & Management

#### Securing Care Processes Using Complete Traceability in the Supply Chain

Whether to identify counterfeit drugs or to

secure care processes - from suppliers to patients, from raw substances to implants - complete traceability is critical. The use of standards and carriers, such as RFID or datamatrix, in achieving traceability is a growing concern. Goals and challenges of effective implementation are discussed.

**Christian Lovis, MD, MPH**  
Director, Clinical Informatics Unit  
Geneva University Hospitals  
Switzerland

### ES 5 Regional Health Information Network (RHIN)

#### Knowledge-Intensive Service Activities by the RHIO UUMA

Learn about a new working environment for integrated care by a RHIN linking primary and secondary care with multiple knowledge-intensive service activities between care providers.

**Kari Harno, MD, PhD, Docent**  
Chief Physician  
Helsinki University Central Hospital  
Hospital District of Helsinki and Uusimaa  
Finland

### ES 6 Electronic Health Records

#### Update on ePrescribing in Europe: Moving from Models and Architectures to New Services for Patients

This session reviews how interoperable ePrescribing services including informed prescribing, electronic transfer of prescriptions and medication records can improve patient safety and healthcare efficiency across Europe and worldwide.

**Stephan H. Schug, MD, MPH**  
Manager, EHTEL  
Belgium

**Marjan Suselj**  
Director, Health Insurance Card System  
Sector, Health Insurance Institute of Slovenia  
Slovenia

### ES 7 Regional Health Information Network (RHIN) CASE STUDY

#### Implementation of EMR: Seven New Hospitals in Madrid

The session provides an overview of the implementation project of an HCE in the seven new hospitals of the Community of Madrid. The speakers also describe how to govern the implementation of the systems and technologies through a public tender.

**Luis Morell**  
General Assistant Director  
Regional Government Health Authority  
Spain

**Fernando Bezares**  
General Director  
Regional Government Health Authority  
Spain

**Tomás García-Merás**  
General Assistant Director  
Regional Government Health Authority  
Spain

### ES 8 Legal & Policy Issues

#### European Union Action Plan on eHealth

Adopted in April 2004, the EU's eHealth action plan sets a roadmap for beneficial deployment of eHealth solutions. Strategies and a report on the progress made on individual actions will be shared.

**Gerard Comyn**  
Head of Unit - ICT for Health  
DG Information Society and Media  
European Commission  
Belgium

The parallel educational sessions take place in English, unless otherwise indicated. For an overview of language-specific sessions, and to visualise the choice of parallel sessions, please refer to the Programme-at-a-Glance (page 5).

 Session presented in French

 Session presented in German

 Session presented in Spanish

# From Inspiration to Implementation – The Confer

WEDNESDAY, 11 OCTOBER

## 11:15–12:15

**TL 9** Thought Leader Session (TBA)

**ES 10** Regional Health Information Network (RHIN) **CASE STUDY**

### Successful Wide-Scale Cross-Enterprise Integration of Medical Information

Providing caregivers an integrated record of patients' medical information is the major challenge of a nationwide healthcare organisation. Implementing dbMotion changed the way clinical decisions are made at Clalit Health Services - in primary care clinics, as well as in the emergency room and hospital wards.

**Itamar Offer, MD, MPA**

Medical Director, Tel Aviv District  
Clalit Health Services  
Israel

**ES 11** Electronic Health Records **CASE STUDY**

### Shared EHR in Ardeche, France: From Physicians' Needs to Implementation

Developed and implemented with very strong involvement from the local physicians, the EHR repository of the Southern Ardeche Physician network now gathers the data of more than 8.000 chronic patients who agreed to participate in the experiment.

**Dr. Laurent Moreau**

T&E  
USA

**Laurent Prax**

CEO, SNR  
France

**ES 12** Impact of eHealth **CASE STUDY**

### eHealth IMPACT: Measuring the Economic Value of ICT in Healthcare

Approaches to evaluation of eHealth services are discussed and empirical evidence on economic and other impacts and lessons learned are synthesised. The case of a digital hospital illustrates the findings.

**Tom Jones, BA, FCCA, CPFA**

TanJent, UK  
United Kingdom

**Alexander Dobrev, BA**

empirica, Communication and Technology  
Research  
Germany

**ES 13** eHealth Implementation – From Plans to Action

### Experience of Nationwide ePrescribing-Trends and Directions

Understand the history behind the world's most extensive ePrescribing experience - from the start 25 years ago to today's work with national databases for scientific evaluation of pharmaceuticals in clinical practice.

**Bengt Åstrand, MS, RPh**

Senior Director, eHealth Services  
Apoteket AB  
Sweden

**Göran Petersson, MD, PhD**

Director, Associate Professor  
eHealth Institute, University of Kalmar  
Sweden

**ES 14** Impact of eHealth

### The Role of Speech Recognition in the Electronic Patient Record

Find out about the integration of a tool allowing the Electronic Patient Record to efficiently support the medical treatment process via usage of natural interfaces. Speech recognition was chosen to allow easy interaction with the system, with the aim of improving the overall performance.

**Jaime Nieto Cervera**

University Hospitals Virgen del Rocío  
Spain

**ES 15** Electronic Health Records

### Semantic Interoperability

Explore how semantic mediation can be achieved in an interpretable and understandable structure when integrating healthcare data from heterogeneous resources.

**Asuman Dogac, PhD**

Professor, Middle East Technical  
University Campus  
Turkey

**Pieter E. Zanstra**

Coordinator, EU SemanticHEALTH Action  
Radboud University of Nijmegen Medical  
Centre  
The Netherlands

## 15:00–16:15

**TL 16** Thought Leader Session

### IT in German University Hospitals

**Björn Bergh, MD**

Director of Information Technology and  
Biomedical Engineering  
Professor for Medical Information Systems  
Medical Faculty, University Hospital  
Heidelberg, Germany

**TL 17** Thought Leader Session

### Towards an Innovation-Friendly eHealth Market

**Ilias Iakovidis**, Deputy Head of Unit –

ICT for Health  
DG Information Society and Media

**ES 18** Electronic Health Records **CASE STUDY**

### EHR: The European Future

In Europe CEN/tc251 has produced a series of coordinated standards for the EHR. Learn more about: EN13606 EHRcom that produces Plug-and-Play interoperability of data, information and knowledge (protocols and clinical pathways); EN Health Information Systems Architecture enabling standardised components for EHR systems and EN System of Concepts for Continuity of Care.

**Gerard Freriks, MD**

European EHR Standard, TNO ICT  
The Netherlands

**Dipak Kalra, MD, PhD**

CHIME, University College London  
United Kingdom

**Thomas Beale**

EHR, United Kingdom

**ES 19** Market Place

### Are Europe's Hospitals Ready? Findings from 1.300 Interviews with CIOs

Join the HINE and e-Business Watch session and learn about hospital IT market reality. This session provides decision makers with the necessary benchmarking information to make strategic planning decisions.

**Veronique Lessens**

Manager, HINE/Deloitte, Belgium

**Dr. Prof. Jan Peers**

Health Expert, Adviser to the Ministry of Health  
Belgium

**Stefan Lilischkis, Dr. rer. oec.**

Researcher, empirica, Germany

 Session presented in French

 Session presented in German

 Session presented in Spanish

THURSDAY, 12 OCTOBER

08:30–09:30

## ES 20 Investment and Budget Executions

### CASE STUDY

#### Project Description and Experience St. Olav's Hospital

The St. Olav's Hospital ICT project description consisted of 2.500 functional requirements. The successful bidder had to provide not only a low bid, but also the "best value". The project was delivered on time, on budget and with very few technical problems. How was it done? What experiences were learned?

#### Arve-Olav Solumsmo

Public Relations Manager  
Helsebygg Midt-Norge  
Norway

## ES 21 Market Place

#### Smart Procurement – New Ways for Accelerating ICT Deployment in Healthcare

Explore current practice in healthcare IT procurement and potential for application of "smart value" techniques, including structural issues, vendor/user implications, procurement processes, market dynamics and implications for change.

#### Murray Bywater, BSc, CEng, CMBCS, CDipFA

Managing Director  
Silicon Bridge Research  
United Kingdom

#### Ingrid Moldenaers, MD, PhD, RN

Senior Manager, HINE/Deloitte  
Belgium

## ES 22 eHealth Implementation - From Plans to Action

#### Plans of UN Agencies for Boosting Implementation of eHealth Solutions

Find out more about the various initiatives supported by the United Specialised Agencies such as WHO, ITU and UNESCO, for boosting the implementation of information and communication technologies for health. These initiatives are in line with the follow up of the UN Millennium Development Goals and the World Summit on Information Society (WSIS) reports.

#### Jean-Claude Healy, MD, PhD

Director, World Health Organization  
(WHO)  
Switzerland

## KS 23 Keynote Address

#### Perspectives on Implementation and Challenges Faced: The AP-HP Hospital Experience

#### Rose-Marie Van Lerberghe

General Director, AP-HP Hospital  
France

10:00–11:00

## TL 24 Thought Leader Session

### CASE STUDY

#### eHealth Implementation in Lombardy, Italy and the Andalusia Region, Spain

#### Claudio Beretta

General Directorate of Health  
Lombardy Region  
Italy

#### María Jesús Montero

Ministry of Health, Andalusia Region  
Spain

## TL 25 Thought Leader Session

#### Practical Aspects of the Use of IT in Healthcare

This session will address the expectations of patients and doctors in utilising information technology in the effective delivery of healthcare and explore the major advantages and biggest challenges that are faced from both perspectives.

#### Dr. Markku Äärmaa

Former President of the Standing  
Committee of European Doctors (CPME)  
Former Secretary General of the Finnish  
Medical Association  
Current member of Information Society  
Project of the Finnish Government  
Finland

## ES 26 Electronic Health Records

#### Interoperability of Identification Management in eHealth: Lessons Learned

Embedded in the European project i2-Health, this session focuses on political, legal, organisational and technical aspects of European identification interoperability in emerging eHealth applications.

#### Ramin Tavakolian, MD

Doctor, Central Institute for the National  
Health Insurances of Germany  
Germany

## ES 27 Electronic Health Records

### CASE STUDY

#### The Kaiser HealthConnect EMR Model

Kaiser's EMR model moves beyond simply automating medical records across 460+ care facilities, to creating a sophisticated information management and delivery system - integrating clinical records with appointments, registration and billing - and ultimately improving the quality and affordability of care delivered to its more than 8 million members and 12.000 physicians.

#### Bruce Turkstra

Vice-President, Program Director  
KP HealthConnect  
USA

## ES 28 IT Governance & Management

### PANEL

#### The Changing Landscape of European Healthcare IT Management and Governance

This presentation summarises a study of European healthcare organisations that explored the roles and responsibilities of the CIO, the CEO and Board of Directors; the role of the IS Steering Committee; the roles and responsibilities of executive sponsors and clinicians; factors for IT success and satisfaction with IT.

#### Moderator: Eric Maurincommé

Vice President, Business Development  
Agfa-Gevaert N.V.  
Belgium

#### David E. Garets, FHIMSS

President & CEO, HIMSS Analytics, LLC  
USA

#### Pascal Detemmerman

Partner, LeaderHealth  
Switzerland

## ES 29 Electronic Health Records

### CASE STUDY

#### From the Digital Hospital to the Regional EHR

The session highlights key success factors of Son Llatzer, a well-known digital hospital, as well as the EHR strategy to build a clinical data repository.

#### Luis Alegre

Clinical Director, Healthcare Department  
of the Balearic Government  
Spain

# From Inspiration to Implementation – The Confer

THURSDAY, 12 OCTOBER

## Miguel Cabrer

IT Coordinator, Balearic Health Service  
and CIO of Son Llatzer Hospital  
Spain

### ES 30 Electronic Health Records

#### Certification of Electronic Health Record Systems in Europe

Learn the latest developments in EHR quality labelling and certification for both the ambulatory and acute hospital care settings in relation to the ongoing European QREC specific support action. Current globalisation issues of EHR certification will also be addressed.

11:15–12:15

### TL 31 Thought Leader Session

#### Connected Hospitals – The Arras Hospital Project

Learn about the integrated platform for the “connected” medical community that now links Arras hospital, more than 100 general practitioners in its region and ambulatory care services. Hear how the “connected hospital” approach has enabled “connected hospital” access to information for mobile clinical staff, enhanced patient care, increased patient satisfaction, reduced operational and administrative costs and has ultimately grown towards a fully operational digital hospital campus.

## Arnaud Hansske, MD

CIO and Manager of the Medical Information Department, Arras Hospital  
France

### ES 32 IT Governance & Management CASE STUDY

#### Transferring Local PACS Initiatives to the National Agenda in Ireland: The Opportunities and the Challenges

This session presents an overview of the experience of local PACS developments in relation to the Letterkenny General Hospital in the far northwest corner of Ireland.

## Chris Lyons

Network Manager of Dublin North East Hospital Network in Ireland  
Ireland

### ES 33 Innovation and eHealth Solutions

#### Asklepios Kliniken: Leading Change in Germany in Healthcare IT

## Jorg Focke

CIO  
Asklepios Kliniken  
Germany

### ES 34 Enabling Citizen-Centred Health Services

#### Moving Health Services to Patients: Involvement, Empowerment and Choice

We are all citizens and, in one way or another, we can become patients. A citizen's view of patient benefits may differ from that of the professional or technical view.

## Angelica Frithiof

Member of the EHTEL Board of Directors  
Champion on EHTEL Empowering Citizens Task Force  
Sweden  
Offered by EHTEL

### ES 35 Regional Health Information Network (RHIN)

#### Cross-border Telemedicine – Providing Access to Healthcare in Rural Areas

The Baltic eHealth project improves healthcare performance in rural areas by providing access to specialist assessment – anywhere and anytime. The project creates an interoperable trans-national infrastructure for eHealth as it connects not only all hospitals in Norway, Sweden and Denmark but also hospitals in Lithuania and Estonia.

## Henning Voss

Consultant, Danish Centre for Health Telematics  
Denmark

## Peeter Ross, MD

Director of Research and Development  
East-Tallinn Central Hospital  
Estonia

## Leif Erik Nohr

Legal Advisor, Norwegian Centre for Telemedicine  
Norway

### ES 36 Data Repositories & Strategies PANEL

#### Integrating the Healthcare Enterprise (IHE): Practical Solutions for Interoperability

This session brings together three presentations which address IHE solutions to improving patient care in both the clinical and community healthcare domains.

## Berthold Wein

Professor, University Hospital Aachen  
Healthcare Provider Co-chair  
IHE Europe  
Germany

## Emmanuel Cordonnier

ETIAM  
Industry Co-chair, IHE Europe  
France

## Asuman Dogac, PhD

Professor, Middle East Technical University  
Turkey

## Gokce Laleci

Researcher, Middle East Technical University  
Turkey

### ES 37 Innovation and eHealth Solutions

#### Clinical Terminologies for Recording and Communicating Consistent Information

Clinical terminologies constitute the basis for recording and communicating information and knowledge consistently. The lack of commonly agreed terminologies is a major obstacle in capturing and sharing health related information (and preserving the meaning) both on a national and an international level. This session discusses the need for a global approach to these issues. The essence of SNOMED CT will be presented together with an example of national implementation. Also, the organisation and process of a much needed global collaborative network will be addressed.

## Pieter E. Zanstra

Radboud University of Nijmegen Medical Centre  
The Netherlands

## Arne Kverneland, MD

Head of Department, Health Informatics  
National Board of Health Islands  
Denmark

 Session presented in French

 Session presented in German

 Session presented in Spanish



# ence Educational Sessions

THURSDAY, 12 OCTOBER

## 15:00–16:15

### TL 38 Thought Leader Session

#### MedCom - Large-Scale National Interoperability

Plug-and-play all-to-all eMessages for the most frequent clinical communication between hospitals, laboratories, doctors and pharmacies. Today 3.2 million eMessages are sent monthly between 4.000 different health institutions in Danish healthcare. A similar set of good European eMessages should be created on the European level, making it possible to communicate "from Umeå to Malaga" and for European software vendors to develop and market "plug-and-play" and "off-the-shelf" communication modules.

#### Henrik Bjerregard Jensen

CEO, MedCom and Head of the Danish Centre of Health Telematics Denmark

### ES 39 Legal & Policy Issues

#### Legal and Regulatory Challenges of Implementing Connected Health in Europe

This presentation explores the key legal, regulatory and ethical issues in eHealth in public access information systems (health portals), administrative support systems, and clinical tools and services.

#### Petra Wilson, PhD

Director, Public Sector Healthcare Internet Business Solutions Group Cisco Systems Belgium

#### Denise Silber

Founder/President Basil Strategies eHealth Consultants France

### ES 40 Market Place

#### A Vision from the European Healthcare IT Industry

Three presentations explore the areas of securing IT investments, healthcare infrastructure and opportunities and challenges for eHealth in Europe.

#### Moderator: C.H. Kees Smedema

Senior Director, Business Development Philips Medical Systems The Netherlands

#### Emmanuel Cordonnier

Etiam France

#### Marc Horowitz

iSoft United Kingdom

#### Eric Maurincommé

Vice President, Business Development Agfa Healthcare Belgium

#### Karl-Jurgen Schmitt

Director, Public Relations and Health Policy, Siemens Medical Solutions Germany

Offered by: COCIR

### ES 41 Data Repositories & Strategies

#### Improving Patient Safety: Which IT Contribution?

A critical review and validation of previous research on ICT for patient safety - with particular focus on the findings of the eHealth for Safety study.

#### Jean-Pierre Thierry, MD

Chief Information Officer Maisons Laffitte France

#### Velitchka N. Stroetmann, MD, PhD

empirica Communication and Technology Research Germany

Offered by: HOPE, EHMA, CPME

### ES 42 Enabling Citizen-Centred Health Services

#### Mobile Health Monitoring: From Ideas to Product

This session explains how an abstract idea for mobile health monitoring turned to an actual service and product, analysing the technical, medical, and economic issues that were encountered in the process.

#### Dimitri Konstantas, PhD

Professor, University of Geneva Switzerland

#### Rainer Herzog

Head of Healthcare, Ericsson Enterprise Germany

#### H.W.P. Quartero, MD, PhD

Medisch Spectrum Twente The Netherlands

### ES 43 Data Repositories & Strategies

#### Privacy Protection through De-identification in Healthcare

This presentation covers a wide range of concepts and state-of-the-art privacy protection through de-identification of personal data. It reflects work being done in the ISO/TC215 WG4 task group on pseudonymisation. Concepts such as anonymity and identifiability are elaborated on and trustworthy solutions are proposed.

#### Filip De Meyer

Custodix Belgium

### ES 44 Enabling Citizen-Centred Health Services PANEL

#### Project My-Heart

This session will explore various topics in relation to the My-Heart Project including: fighting cardiovascular disease by early detection; eTextiles and smart garments for health bio-monitoring; and heart failure management system for personal health.

#### Dr. Jorg Habetha

Senior Scientist Philips Research Laboratories Aachen, Germany

#### Rita Paradiso

Miller S.p.A

#### Maria Teresa Arrendondo

Polytechnic University of Madrid Spain

Offered by: The European Commission

## 16:45–17:45

### KS45 Keynote Address (TBA)



# From Inspiration to Implementation – The Conference Educational Sessions

FRIDAY, 13 OCTOBER

## 8:30–9:30

**KS 46** Keynote Address

**HE Professor Eytayo Lambo**  
Minister of Health  
Nigeria

## 09:45–11:00

**TL 47** Thought Leader Session

### Delivering the Support that Healthcare Providers Require

Since 1993, Cambio+ Healthcare Systems AB has concentrated all of its competence and capabilities towards the realisation of its vision of the perfect form of pan-European IT support for healthcare providers - with functionality, flexibility, integration and development potential as key objectives.

**Tomas Mora Morrison**  
CEO  
Cambio+ Healthcare Systems AB  
Sweden

**ES 48** Market Place

### From Paper to Electronic Patient Records – Progress Report

Digital hospitals... realistic aims or overambitious dreams? HINE discusses the reality of what has been done in 1.250 hospitals in Europe and addresses the unknowns in this market.

**Veronique Lessens**  
Manager, HINE/Deloitte

**Baudouin Lejeune**  
Senior Consultant, HINE/Deloitte

**Panel of industry representatives**  
Offered by: HINE

**ES 49** Enabling Citizen-Centred Health Services

### An Interactive, Comprehensive eEducation Engine for Diabetes and Long-term Conditions

A novel clinical eEducation engine will be described. Conceptually, this is an electronic encyclopaedia, applicable to any long-term condition. It provides comprehensive web-based education to patients, caregivers and healthcare professionals. It also provides many clinical facilities and includes educational media such as information leaflets, streaming video and slide resource packs.

**George A. Thomson, FRCP**

Doctor, Sherwood Forest Hospitals NHS Trust  
United Kingdom

**Nosheen Iqbal, MRCP**

Doctor, Sherwood Forest Hospitals NHS Trust  
United Kingdom

**Byron Theron, MRCP**

Doctor, Sherwood Forest Hospitals NHS Trust  
United Kingdom

**ES 50** Electronic Health Records

### A Patient Summary Survey in European Countries

The session presents the results of a short survey on electronic Patient Summaries, as part of national or regional eHealth strategies. The survey was performed for the EU Stakeholders' Group, with assistance from the eHealth ERA project. A programme in one country (Finland) will be described in detail.

**Angelo Rossi Mori, MD**

Head of the eHealth Unit  
CNR Institute for Biomedical Technology  
Italy

**Päivi Hämäläinen, MD, PhD, MA**

Director, STAKES Unit for eHealth and eWelfare (STY, National R&D Centre for Welfare and Health)  
Finland

**ES 51** Impact of eHealth **CASE STUDY**

### Five Years of Experience with Mobile Devices on the Ward

A case study describing five years of experience with WLAN mobile devices on the work-floor. The session highlights the benefits and pitfalls of WLAN, thin clients and terminal servers, handheld devices and early adaptors.

**Jasper Luiten**

Infrastructure Developer  
VU Medical Centre Amsterdam  
The Netherlands

**ES 52** Investment and Budget Executions **PANEL**

### Service Delivery Models for Healthcare Informatics: Financially Sound?

Flexible financing models that create a foreseeable and predictable cost stream for the hospital are not only necessary but possible. Consider and discuss how Service Delivery Models can shape the future.

**Hanna Pohjonen**

Healthcare IT Consultant, Rosalieco Oy  
Finland

**Jos Bakker**

Senior Director, Global Strategic Marketing & Business  
Philips Medical Systems  
The Netherlands

**Michael Wilke, MD**

Business Manager CC Health Management  
Rambøll Management GmbH  
Germany

**Linda Davidson**

Director and Co-founder, E-Health Media Ltd  
United Kingdom

**ES 53** Regional Health Information Network (RHIN)

### HYGEIAnet: Paving the Way from Pilots to Operational Systems

HYGEIAnet, a pilot regional health information network in Crete, guides production level implementation efforts in other regions in Greece. Strategy, challenges, organisational and cultural issues, and recommendations are presented. Results from a WHO/eHealth consumer trends survey conducted in Greece are also presented to highlight the citizens' point of view.

**Dimitrios G. Katehakis, MS**

Senior Telecommunications Engineer  
Foundation for Research and Technology-Hellas  
Greece

**Angelina Kouroubali, PhD**

Affiliated Research Scientist, Foundation for Research and Technology-Hellas  
Greece

**Laurence Esterle, MD, PhD**

Affiliated Research Scientist, Foundation for Research and Technology-Hellas  
Greece

## 13:00–14:30

**KS 54** Closing Keynote Address

### From Islands to Integration: Current Needs and Developments in Clinical Cardiac Workflow

**Prof. Dr. R.S. von Bardeleben**

Johannes Gutenberg Universität  
Department of Cardiology  
Germany

# From Inspiration to Implementation – e-Sessions

e-Sessions are 20-minute, computer-based learning programmes that are available at any time during the World of Health IT Conference & Exhibition within designated e-Session areas. View PowerPoint presentations with synchronised audio (available in English, French, Spanish and German) on the latest industry topics, from clinical leadership to eHealth implementation plans designed to enable citizen-centred health services. e-Sessions allow for flexible learning in your own time, when it fits your schedule. For session descriptions please visit the conference website at: [www.worldofhealthit.org](http://www.worldofhealthit.org)

## **E100 Clinical Leadership**

### **eHealth in Malaysia: An Appropriate Model for Developing Countries**

**A. Jai Mohan**

Professor of Health Informatics and Pediatrics, International Medical University, Malaysia

**Supathiratheavy Rasiah**

Deputy Director, Telehealth Division Malaysia

## **E101 Clinical Leadership**

### **Surface Electromyography in the Analysis of Back Muscle Fatigue**

**Pascal Coorevits**, PhD, PT

RAMIT vzw, Dept. Medical Informatics and Statistics, Belgium

## **E102 eHealth Implementation - From Plans to Action**

### **The NHS CRS: England's EHR Solution**

**Lorraine Nicholson**, MHIM, MRSH, FHRIM

Chief Executive, Institute of Health Record & Information Management, UK

**Nicci Wilson**, BSc Hons

Senior Project Manager, IQAP, NHS Connecting for Health, UK

## **E103 eHealth Implementation - From Plans to Action**

### **Israeli Healthcare Overview: Lessons to be Learned**

**Philip Libman**

Regional Director, Gartner, Israel

## **E104 Electronic Health Records**

### **Electronic Health Records: From Evidence to Policy and Practice**

**Justin Keen**

Professor, University of Leeds, UK

**Susan Clamp**

Yorkshire Centre for Health Informatics UK

## **E105 Enabling Citizen-Centred Health Services**

### **Home Care Support for Independent Living: Recent Experiences**

**Janette Bennett**, RN

BT Health Executive, UK

## **E106 Enabling Citizen-Centred Health Services**

### **Pervasive Monitoring Technologies for Personalised Healthcare**

**Chris Toumazou**, PhD, FIEEE, FIEE, CEng, Professor, Imperial College London UK

## **E107 Enabling Citizen-Centred Health Services**

### **Danes and their Use of the Internet for Health Purposes**

**Henning Voss**

Consultant, Danish Centre for Health Telematics, Denmark

## **E108 Impact of eHealth**

### **From EMISPHER towards the Virtual Euro-Mediterranean Hospital**

**Dr. Georgi Grasczew**, PhD; **Dr. Theo A. Roelofs**, PhD; **Dr. Stefan Rakowsky**, PhD; **Prof. Dr. H.C. Peter M. Schlag**, MD

Surgical Research Unit Max-Delbrueck-Centre and Robert-Roesle-Klinik, Charite, University Medicine, Germany

## **E109 Innovation and e-Health Solutions**

### **Biomedical Informatics Developments in Pursuit of Genomic Medicine**

**Ferran Sanz**, PhD

Professor, Municipal Institute of Health Care (IMIM), Spain

## **E110 Investment & Budget Executions**

### **A Viewpoint of Hospital CEOs**

**Neil Taylor**

NHS Advisor to BT, UK

**Mike Chelley**, ACMA, BSC

Manager, Risk, Analysis and Design BT's Health Executive, UK

## **E111 IT Governance & Management**

### **Building on Health IT: Supplementary QI Education Among Rural Hospitals**

**David J. Ballard**, MD, MSPH, PhD, FACP

Sr. Vice President and Chief Quality Officer, Baylor Health Care System, USA

**Josie R. Williams**, MD, MMM

Director, Rural and Community Health Institute: Quality & Patient Safety Initiatives, Texas A&M System Health Science Center, USA

**Giovanni Filardo**, MPH, PhD

Epidemiologist, Baylor Health Care System, USA

## **E112 IT Governance & Management**

### **Three Years On: eHealth in Asia and Aftermath of SARS**

**Winnie Shuk Ming Tang**, PhD

CEO, ESRI China (Hong Kong) Ltd China

## **E113 IT Governance & Management**

### **Optimising eHealth/eLearning to Support Health Human Resources Planning and Implementation**

**Kendall Ho**

Associate Dean, Div. of Knowledge Translation, Faculty of Medicine University of British Columbia, Canada

## **E114 Legal & Policy Issues**

### **Globalisation of Health Through IT: Legal Aspects in Europe**

**Nathalie Devillier**, PhD

TMT Télémédecine, France

## **E115 Regional Health Information Network (RHIN)**

### **Regional Health Information Networks and Federated Identity in Achieving Interoperability**

**Christina Stephan**, MD, MBA

National Library of Medicine Health Informatics Fellow, University of Minnesota, USA



# Uniting Buyers and Suppliers – The Exhibition

## Fact

Healthcare IT is expected to account for approximately 5% of the EU Member States' healthcare budget by 2010.

## The Challenge

Hospital managers believe a mature software market still needs to develop in Europe and the pace of technological change needs to quicken. Some clinicians feel that industry could make more effort to understand the users' needs before developing new products. Meanwhile, vendors and developers have new solutions to share and need feedback on future innovations.

## The Solution

The World of Health IT Exhibition brings all the stakeholders together under one roof to engage in dialogue, exchange of information and mutual advancement of healthcare IT.

The World of Health IT Exhibition will gather more than 100 exhibitors from around the world to demonstrate new strategies, tools and technology designed to:

- Enhance the day-to-day quality of healthcare delivery through ICT.
- Improve efficiency, quality and ROI for healthcare businesses.

The first-of-its-kind in Europe, the Middle East and Africa, this exhibition offers users the unique opportunity to personally experience best practices and solutions, and engage in dialogue with vendors. Exhibitors showcasing their innovative products and services include companies such as:

● Accenture	● CSW Group	● dbMotion	● InterSystems	● Quovadx
● Agfa-Gevaert	● Custodix	● Ensure Technologies	● Microsoft	● Siemens
● Apelon	● Danish Centre for Health Telematics	● ESRI	● Orion Health	● UltraGenda
● BMJ Publishing Group		● Initiate Systems	● Philips	

A complete list of exhibiting companies may be found at: [www.worldofhealthit.org](http://www.worldofhealthit.org)

## Exhibition Highlights

**The Interoperability Showcase** is an environment allowing delegates to experience first-hand the interoperability of health IT systems. Beyond cutting-edge technology and standards, the Showcase will feature educational sessions and success stories based on the Integrating the Healthcare Enterprise (IHE) initiative. Real world implementations of IHE will be presented that enable multi-vendor, cross-enterprise, document sharing and health information exchange.

**Product Tutorials** are 45-minute case study presentations - hosted by exhibiting companies - that show-case some of the most dynamic and innovative healthcare IT solutions in the industry. These sessions take place in theatres located on the exhibition floor during exhibition hours. A complete list of presentations and topics will be available in September at: [www.worldofhealthit.org](http://www.worldofhealthit.org).

**The Partners Pavilion** provides a focal point to discover the latest about The World of Health IT Partner Organisations' initiatives, programmes and communities. Also available are a broad collection of publications and resources that address many of the topics and issues being discussed during the conference.



# A Platform for Sharing Experiences – The Networking Events

One of the most efficient methods for sharing experiences, knowledge, best practices and learning is the informal environment of the social programme. Meet up with familiar faces and make new business contacts at The World of Health IT Conference & Exhibition Opening Reception. This informal gathering provides an excellent opportunity to connect with leaders, policy-makers, vendors and peers.

## Opening Reception

Tuesday, 10 October

17:30–19:30

Crowne Plaza Hotel

Sponsored by the State of Geneva

Start The World of Health IT Conference & Exhibition with a relaxed wine-and-cheese reception at the Crowne Plaza Hotel while networking with fellow attendees and some of the healthcare IT industry's thought leaders. All registered attendees are welcome (please indicate attendance on Registration Form).

## Special Networking Reception

Thursday, 12 October

19:00–21:00

MS Lausanne

Attendees are invited to share their World of Health IT Conference & Exhibition experiences aboard the MS Lausanne, the biggest boat on Europe's lakes, docked on the shiny, blue waters of Lake Geneva. Mingle with fellow attendees while listening to music and enjoying cocktails and hors d'oeuvres on the boat's deck offering a magnificent view over the

lake and snow-capped mountains in the evening light.

This reception is not included in the conference registration fee (participation CHF 50.-/€32.- per person). Guests are welcome. Space is limited. Please reserve your place via the Registration Form (see page 19) or via online registration at: [www.worldofhealthit.org](http://www.worldofhealthit.org)

## Additional Events

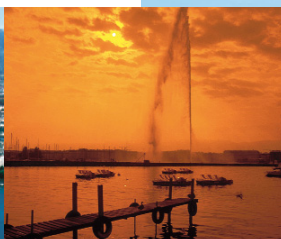
Organisers, Partners and Exhibiting Companies will host many events throughout the week of The World of Health IT Conference & Exhibition. A list of special events will be available in September at: [www.worldofhealthit.org](http://www.worldofhealthit.org)

## Geneva Welcomes The World of Health IT

Home to many international organisations, including the United Nations and the World Health Organization, Geneva provides a perfect setting for the inaugural World of Health IT Conference & Exhibition. Its majestic setting, on the banks of Lake Geneva and surrounded by breathtaking views over the Alps and Jura mountains, will inspire healthcare IT professionals from across the EMEA region.

Geneva is both an up-to-date international centre of world importance and a friendly town of

430.000 inhabitants. The city has over 30 museums as well as many art galleries, theatres and an opera house where an impressive number of famous artists have performed. Fashionable hotels, chic restaurants and elegant shops jostle for position along the lake front which encircles the famous 'jet d'eau' fountain. An international symbol of Geneva, the spectacular 'jet d'eau' spouts 500 litres of water per second, 140 metres up and over Lake Geneva.



# The Practicalities – Registration, Hotel, Travel and Venue

## Registration

To register for The World of Health IT Conference & Exhibition, please complete the Registration Form on page 19 of this brochure or visit the website at [www.worldofhealthit.org](http://www.worldofhealthit.org) to register online.

Register before 17 July to benefit from early-bird savings.

- The registration fee includes entrance to all Keynote Addresses, Thought Leader Sessions and Educational Sessions as well as access to the e-Sessions and the Exhibition - on Wednesday, Thursday and Friday (11–13 October) - and the Tuesday evening Opening Reception (10 October). Delegates will also receive a tote bag and kit at registration (while supplies last).
- Breakfast and lunch are not included. Meals may be purchased onsite at a variety of food outlets.

## Hotel Reservation

To benefit from specially discounted rates in numerous hotels around Geneva, your hotel reservation must be made with the official housing agency for The World of Health IT Conference & Exhibition - MCI Suisse S.A. To reserve your room, please complete the online hotel reservation form at [www.worldofhealthit.org](http://www.worldofhealthit.org). Only reservations made through MCI Suisse S.A. will benefit from the negotiated conference rates.

- To help with your choice of hotel, a complete list of available hotels (together with their location) may be downloaded from the website: [www.worldofhealthit.org](http://www.worldofhealthit.org)
- Reserve early to secure the hotel of your choice. All rooms are subject to availability, and will be assigned on a first come, first served basis.
- For detailed information about the hotel reservation procedure, payments, guarantees, cancellations and refunds, please visit the section "Make Hotel Reservation" under Hotel and Travel on the website: [www.worldofhealthit.org](http://www.worldofhealthit.org)

## Travel

- Swiss International Air Lines (SWISS) is the **official carrier** for The World of Health IT Conference & Exhibition and is offering special conference fares (with up to 25% reduction) to all participants.

To take advantage of these special conference fares, please contact your local SWISS travel office or any of the official ticketing agents, quoting the Tour Code CXX6068. A full list of offices and agents is available on the website: [www.worldofhealthit.org](http://www.worldofhealthit.org)

- The **Geneva International Airport** is 5 km from the city centre and within walking distance of the GENEVA PALEXPO Exhibition and Conference Centre.
- **Taxis** carry a maximum of four passengers. The transfer from the airport to most downtown hotels takes 10 to 15 minutes. The cost is approximately CHF 30.- (€18.-). Some hotels situated close to the airport and the GENEVA PALEXPO Exhibition and Conference Centre offer complimentary shuttle services.
- The **Public Bus Transportation** (TPG) system may be used free of charge by all The World of Health IT Conference & Exhibition participants upon presentation of the conference badge. The bus line #5 leaves from in front of the GENEVA PALEXPO Exhibition and Conference Centre and serves the main train station (Cornavin), in the centre of Geneva. From there, connections are available to reach various hotels, whereas the hotels close to the train station are within walking distance.
- The **currency** in Switzerland is the Swiss Franc (CHF). There is no limit on the amount of foreign currency you can bring to Switzerland.

For additional information and FAQs please visit: [www.worldofhealthit.org](http://www.worldofhealthit.org)

## The Venue

The World of Health IT Conference & Exhibition takes place at the GENEVA PALEXPO Exhibition and Conference Centre, located an easy 10-minute walk from Geneva's International Airport.

GENEVA PALEXPO Exhibition and Conference Centre  
Route François-Peyrot 30  
CH – 1218 Grand-Saconnex  
Switzerland  
[www.geneva-palexpo.ch](http://www.geneva-palexpo.ch)

Disabled Access: All areas of the GENEVA PALEXPO Exhibition and Conference Centre are easily accessible for people with disabilities. Please call +41 22 761 11 11 for information on facilities.

## On-site

### • Registration/Information Desk

The Registration Desk, located in the front entrance Hall 1 of GENEVA PALEXPO, is open at the following times:

Tuesday, 10 October	11:00 – 19:00
Wednesday, 11 October	07:30 – 17:30
Thursday, 12 October	08:00 – 17:30
Friday, 13 October	08:00 – 14:30

Participants are encouraged to register on Tuesday afternoon or early on Wednesday to avoid possible queues before the Opening Keynote Session.

### • Conference/Session Admittance

For security purposes, all attendees are asked to wear their name badge received at Registration to all events during the Conference & Exhibition. Attendees without a name badge will be asked to obtain a new one from the Registration Desk.

### • Recommended Dress

For the Conference & Exhibition: Business Attire.

For the Opening and Special Networking Reception: Smart Business Casual.

## Contact Details

### Media Enquiries

Jacqueline Bowman  
The World of Health IT, Brussels Office  
Tel: +32 2 740 2247  
[jacqueline.bowman@worldofhealthit.org](mailto:jacqueline.bowman@worldofhealthit.org)

### Exhibitor Booth Reservations

Kelly Laidler  
HIMSS  
Tel: +1 312 915 9285  
[klaidler@himss.org](mailto:klaidler@himss.org)

Pascal Detemmerman  
LeaderHealth  
Tel: +41 22 919 7772  
[pdetemmerman@worldofhealthit.org](mailto:pdetemmerman@worldofhealthit.org)

### Conference Registration and Hotel Reservations

Laurence Moe  
MCI Suisse SA  
Tel: +41 22 33 99 599  
[wohit2006@mci-group.com](mailto:wohit2006@mci-group.com)



# The World of Health IT

## Conference & Exhibition

Connecting Leaders in Technology and Healthcare

'06

10-13 October 2006

GENEVA PALEXPO

Geneva, Switzerland

### REGISTRATION FORM (Please print in BLOCK CAPITALS when completing this form)

☐ Prof ☐ Dr ☐ Mr ☐ Mrs ☐ Ms

\*This information will be used on your delegate name badge

First Name\* Last Name\*

Organisation/Company

Job Title

Department

Full address for correspondence

City/State Postal Code

Country

Telephone (please include international code) Fax

E-mail

☐ Tick if billing address is same as correspondence address

☐ Tick if a visa invitation letter is required

Billing Address

City/State Postal Code

Country

#### The World of Health IT Organiser/Partner (Member):

Provide your corresponding member number to qualify for a discounted registration fee:

Current member # (required to process registration)

☐ APOTEKET

☐ CHIME

☐ COCIR

☐ CPME

☐ EFMI

☐ EHMA

☐ EHTEL

☐ EuroRec

☐ HIMSS

☐ HINE

☐ HOPE

☐ IHA

☐ IHE

☐ IHF

☐ ISO

☐ PGEU GPUE

☐ SFR

### CONFERENCE FEES

#### STEP 1

Includes entrance to all education sessions and exhibition hall Wednesday—Friday; Tuesday evening Opening Reception; and tote bag and kit (while supplies last).

Breakfast and lunch are not included. Meals may be purchased onsite at a variety of food outlets.

\*Members of the Partner Organisations denoted above receive The World of Health IT Member rate.

	Early Bird 24 April–17 July	Pre-Registration 18 July–25 September	Late & On-Site Registration Begins 26 September
The World of Health IT Member Rate*	<input type="checkbox"/> CHF 775.- (€500.-)	<input type="checkbox"/> CHF 900.- (€575.-)	<input type="checkbox"/> CHF 1020.- (€650.-)
Non-member Rate	<input type="checkbox"/> CHF 940.- (€600.-)	<input type="checkbox"/> CHF 1060.- (€675.-)	<input type="checkbox"/> CHF 1175.- (€750.-)
Government/Faculty Rate (Including EC & UN agencies)	<input type="checkbox"/> CHF 650.- (€415.-)	<input type="checkbox"/> CHF 715.- (€460.-)	<input type="checkbox"/> CHF 850.- (€540.-)

These prices do not include Swiss VAT (7.6%).

Rates are available for students interested in attending. Documentation is required. Please contact MCI Suisse at +41 (0) 22 33 99 599 or via e-mail at wohit2006@mci-group.com.

### OPTIONAL EDUCATION

- ☐ Physicians Symposium on IT  
Tuesday, 10 October CHF 353.- (€225.-)  
12:00 – 17:30
- ☐ Leadership Symposium  
Tuesday, 10 October CHF 353.- (€225.-)  
12:00 – 17:30
- ☐ Nursing Informatics Symposium  
Tuesday, 10 October CHF 353.- (€225.-)  
12:00 – 17:30
- ☐ UN Agencies Programme  
Tuesday, 10 October Attending: ☐ Yes  
13:00 – 17:30 ☐ No

### OPTIONAL EVENTS

- Opening Reception (included with registration)  
Tuesday, 10 October Attending: ☐ Yes  
17:30 – 19:30 ☐ No
- ☐ Special Networking Reception  
Thursday, 12 October CHF 50.- (€32.-) each  
19:00 – 21:00
- Number of tickets \_\_\_\_\_

#### STEP 2

### CONFERENCE REGISTRATION TOTAL STEP 3

CONFERENCE FEE CHF \_\_\_\_\_

OPTIONAL EDUCATION & EVENTS CHF \_\_\_\_\_

+ SWISS VAT 7.6% \_\_\_\_\_

**TOTAL CHF** \_\_\_\_\_

Calculate in CHF

Name: \_\_\_\_\_

**METHOD OF PAYMENT – No Purchase Orders or Cheques Accepted****Total Amount Due** (from page 1) ..... **CHF** \_\_\_\_\_

Faxed and online registrations must be charged to:

- ☐ Visa  
☐ American Express  
☐ EuroCard/MasterCard

Please print name as it appears on card

Name on Card \_\_\_\_\_

Card No. \_\_\_\_\_

Expiration \_\_\_\_\_ Security Code\* \_\_\_\_\_

Signature \_\_\_\_\_

*\*Your security code is a three or four digit number. For Visa and EuroCard the code is the last three digits printed on the signature strip on the back of the card. For American Express, the code is the four digits printed on the front of the card.*

Full payment and signature must accompany this completed form for pre-registration to be processed.

**Pre-registration Ends 25 September 2006**

All registration and payments received after 25 September 2006 must pay the late registration. If payment is not received by MCI Suisse SA (The World of Health IT conference registrar) by 25 September 2006, you may still submit your registration with the late fee or you can register onsite. Registrations submitted after 25 September 2006 will not appear in the attendee roster distributed onsite.

**Registration Confirmation**

Expect your conference registration confirmation 5-7 business days after the receipt of your registration if your registration is confirmed by 25 September 2006. Please allow up to a minimum of seven days for mailing if there is no fax number or e-mail address provided.

**Cancellation/Modification/Refund Policy**

I understand that full conference registration fees, less CHF 100.-, are refundable only if written notice is received by MCI Suisse SA (The World of Health IT conference registrar) on or before **25 August 2006**. Registrations and cancellations received after this date are not refundable. You may not reinstate a registration after you cancel it. The World of Health IT fees are non-refundable and non-transferable. If you cancel and are entitled to a refund, expect the refund within 60 days post conference. No refunds for any optional education or events will be given.

Please note a handling fee of CHF 50.- per registration will be charged for every modification received after 25 September 2006.

All modifications must be received by MCI Suisse SA in writing.

Faxed and Website registrations must be charged to Visa, EuroCard/MasterCard, and American Express. **No purchase orders, cheques, or bank transfers are accepted.**

Registrants unable to attend may send a substitute. If the substitute is not a member, the nonmember fee will be required. Substitutions must be made in writing to MCI Suisse SA (The World of Health IT conference registrar).

The organisers of The World of Health IT reserve the right to cancel or reschedule any programmes and to close registration when programmes are sold out. For these reasons, registrants are advised against purchasing non-refundable airline tickets.

Should The World of Health IT Conference & Exhibition be cancelled, your registration fee will not be refunded but will automatically be applied to the next Annual World of Health IT Conference & Exhibition.

I agree not to copy or permit to be copied, in any form or format, without the express written permission of The World of Health IT, any of the contents of The World of Health IT attendee list. I also agree not to use the

**DEMOGRAPHIC QUESTIONS****1. Professional Title** (check one)  
**Information and Management Systems**

- ☐ CIO, CTO, VP of IT/IS/MIS/Network  
☐ Dir/Mgr Data Processing/MIS  
☐ CSO, Dir/Mgr Info Security/Site Security  
☐ Dir/Mgr Network, Internet, Intranet, Telecom, Call Center  
☐ Dir/Mgr of other IT Department  
☐ Non-Management  
☐ Systems Analyst  
☐ Programmers/Developers

**General & Financial Management**

- ☐ CEO, Chairman, Pres, Exec Dir, Adm  
☐ Group Practice Mgr  
☐ Director  
☐ Senior Manager  
☐ Health Trust Director  
☐ Health Trust Manager  
☐ COO, Exec VP, Sr VP, VP, Gen Mgr, Asst Administrator  
☐ CFO, VP/Finance, Finance Director, Controller  
☐ Procurement Officer  
☐ VP/Dir/Mgr of other Admin/Financial Depts  
☐ Non-Management  
☐ Other \_\_\_\_\_

**Clinical Management**

- ☐ CMO, CMIO, Medical Director, Chief of Staff  
☐ Hospital Administrator  
☐ CNO, VP/Dir/Mgr of Nursing  
☐ Managing Director  
☐ Doctor/Medical Practitioner  
☐ Nurse/Nurse Practitioner  
☐ Registered Pharmacist  
☐ Chief/Dir/Mgr of Cardiology/Oncology/Pathology  
☐ Other \_\_\_\_\_

**Others Allied to the Field**

- ☐ IT, Business Consultant  
☐ Lecturer  
☐ Student  
☐ Programmers/Developers  
☐ Marketing and Sales  
☐ Government Employee/Public Servant  
☐ Non-Management  
☐ Retired  
☐ Other \_\_\_\_\_

**2. Worksite** (check one)

- ☐ Hospital  
☐ Ambulatory Care  
☐ Home Healthcare  
☐ Ancillary Clinical Service Provider  
☐ Payor  
☐ Healthcare Consulting Firm  
☐ Vendor  
☐ Long Term Care

**Worksite** (continued)

- ☐ Law/Investment Firm  
☐ Academic  
☐ Govt/Military/VA  
☐ Other \_\_\_\_\_

**3. Principal Work Focus** (check all that apply)

- ☐ Case Management  
☐ Clinical Systems  
☐ E-Commerce/E-Health  
☐ Financial Management  
☐ Internet/Intranet  
☐ IT Infrastructure  
☐ Legal Aspects of Healthcare  
☐ Leadership Management  
☐ Medical Staff Service  
☐ Nursing  
☐ Pharmacy  
☐ Reengineering/Performance Improvement  
☐ Security/Confidentiality/Privacy  
☐ Telecommunications

**4. Length of Time in the Field (years)**

- ☐ < 1 year  
☐ 1-5 years  
☐ 6-10 years  
☐ 10-15 years  
☐ 5 years

**5. Purchasing Authority**

- ☐ Decision Influencer  
☐ Decision Maker  
☐ Not Applicable

**6. What is your primary language?**

- ☐ English  
☐ French  
☐ German  
☐ Spanish  
☐ Other (please specify) \_\_\_\_\_

**7. How did you learn about this conference?**

- ☐ Organiser/Partner Web site: (which one) \_\_\_\_\_  
☐ Press article (please specify) \_\_\_\_\_  
☐ Media advertisement (please specify) \_\_\_\_\_  
☐ A colleague  
☐ At a conference/trade show (please specify) \_\_\_\_\_  
☐ Electronic communication  
☐ E-newsletter

list contents for any commercial, marketing, promotional, or political purposes. No solicitation is permitted by anyone except by exhibitors within the confinement of their stand. The World of Health IT regularly sends e-mails describing its products and services. By registering for the conference, you agree to allow The World of Health IT to send these promotional e-mails to you. You will have the opportunity to opt out of the e-mail list if you choose.

For security reasons, badge swapping is not permitted. Anyone found wearing a badge that does not match their identification will be evicted from the conference with no refund. In addition, the badge/name will be cancelled with no refund.

By registering, I agree to all the terms and conditions set forth above including the use of photographic images. Noncompliance will result in registration cancellation without refund.

**Three Ways to Pre-register**

For credit card registration only  
**www.worldofhealthit.org**  
 Click on Registration.  
 Please allow 3-5 working days for confirmation.



The World of Health IT 2006  
 c/o MCI Suisse  
 75, rue de Lyon  
 1211 Geneva 13  
 Switzerland  
 Or E-mail at  
 wohit2006@mci-group.com  
 Please allow 5-7 working days for delivery.



For credit card registration only  
**Fax #: +41 22 33 99 631**  
**Attn: The World of Health IT 2006**  
 Please allow 5-7 working days for delivery.

**Questions about your registration?**

**Call: +41 22 33 99 599**  
**(Monday–Friday, 09:00–18:00 CET)**